

Cegedim Relationship Management and IMS Health Expand Cooperation

Partnership to Enable Customers to Deploy Cegedim's Award-Winning Mobile Intelligence Cloud-Based CRM with IMS Health Implementation Services

Paris – July 17, 2012 - [Cegedim Relationship Management](#) and [IMS Health](#) today announced that they will expand their existing partnership to offer analytic, implementation and support services in support of the award winning* Mobile Intelligence cloud-based Customer Relationship Management (CRM) suite. IMS Health is a leading provider of information, services and technology for the healthcare industry around the world. Cegedim Relationship Management is the world's leading provider of pharmaceutical-specific CRM solutions and technology with a 37 percent global market share.

Supporting Life Sciences Companies' Commercial Business Model Revolution

As Life Sciences companies implement their next-generation commercial models, they want to engage with the leading services company along with the most innovative software company to yield optimal performance. Cegedim's partnership with IMS expands the existing agreement between the two companies in Europe involving the OneKey® Healthcare Prescriber (HCP) database, brick structure definitions, local data and data integration projects.

"As our life sciences clients around the world reinvent their commercial models, they need to drive increased operating efficiencies – all while adapting to new regulatory requirements and addressing technology trends such as mobility, cloud computing, digital channels and big data," said Chris Nickum, President, Commercial Effectiveness Services at IMS Health. "By partnering with Cegedim, we're able to help mutual clients better leverage information and technology to improve performance management enterprise-wide."

"We are very excited to partner with IMS, a global provider with unique insights," said Laurent Labrune, Chief Executive Officer of Cegedim Relationship Management. "Together, we can perfectly accompany Life Sciences companies by implementing new innovative commercial paradigms through combined solutions that optimize and accelerate the alignment of sales forces and resources against key markets and targets."

* Frost & Sullivan 2011 North American Competitive Strategy Innovation Award in Mobile Sales Force Automation (SFA)

*About
Cegedim
Relationship
Management:*

Cegedim Relationship Management is the Life Sciences industry's leading provider of Customer Relationship Management (CRM) solutions. Designed specifically for Life Sciences, the company's innovative business solutions incorporate a thorough understanding of local, regional and worldwide trends. Cegedim Relationship Management enables more than 200,000 users in many of the world's most innovative companies to stay ahead of market challenges. In addition to CRM, Cegedim Relationship Management also provides marketing, data optimization and regulatory compliance solutions in more than 80 countries. Cegedim Relationship Management is part of the France-based Cegedim S.A. Group.

To learn more, please visit: www.cegedim.com/rm.

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*About
Cegedim:*

Founded in 1969, Cegedim is a global technology and services company specializing in the healthcare field. Cegedim supplies services, technological tools, specialized software, data flow management services and databases. Its offerings are targeted notably at healthcare industries, life sciences companies, healthcare professionals and insurance companies. The world leader in life sciences CRM, Cegedim is also one of the leading suppliers of strategic healthcare industry data. Cegedim employs 8,200 people in more than 80 countries and generated revenue of €911 million in 2011. Cegedim SA is listed in Paris (EURONEXT: CGM).

To learn more, please visit: <http://www.cegedim.com>.

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